



HERE'S THE LATEST DIRECT MAIL PIECE FROM...

MERIT	6/19/95
Brand	Date
JUNE OFFENSIVE "DOSSIER"	Mike Tissot/x1387
Mailing	Name/Extension
6/15/95	
Drop Date	Audience:
	Offensive <input checked="" type="checkbox"/>
	Defensive <input type="checkbox"/>
	Other <input type="checkbox"/>
	Quantity 1MM
	Versions 1

THIS MAILING INCLUDES..

Letter:	Sweepstakes	Catalog:
Personalized	Entry Form	Order Form
<input checked="" type="checkbox"/>	BRC/BRE	BRC/BRE
Non-personalized	Postage-paid	Postage-paid
	Postage-due	Postage-due
Survey:	Personalized	Personalized
Name Generation	Non-personalized	Non-personalized
<input checked="" type="checkbox"/>		
Refer-a-Friend		
<input type="checkbox"/>		
Opinion		
<input type="checkbox"/>		
Requalification		
Limited		
Full		
BRC/BRE		
<input type="checkbox"/>		
Postage-due		
<input checked="" type="checkbox"/>		
Postage-paid		
	Newsletter:	Coupons:
	Personalized	Yes <input checked="" type="checkbox"/>
	Non-personalized	No <input type="checkbox"/>
	Order Form	Premiums:
	BRC/BRE	Yes <input type="checkbox"/>
		No <input type="checkbox"/>

WHAT WE HOPED TO LEARN..

- Merit's Second Offensive Mailing in 1995
- Used Responsiveness Scoring Model To Determine
- The Smokers Deemed "Most Likely To Respond To A Merit Mailing"
- Delivered High Value Coupons To Generate Trial Among Competitive Smokers

2042841648



FOR YOUR EYES ONLY!

**Do not discard —
Valuable Documents Inside**

8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

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THE MERIT FILE

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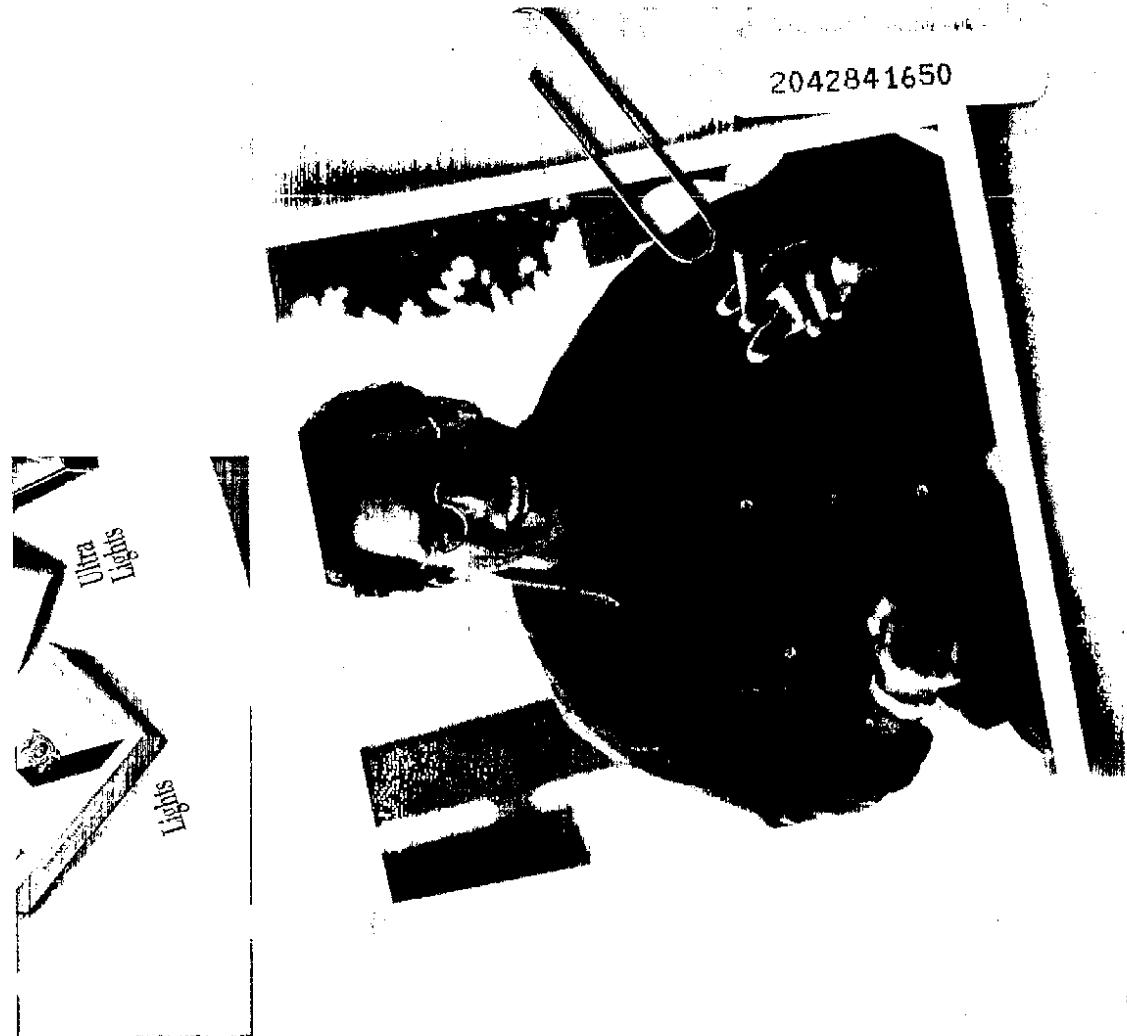
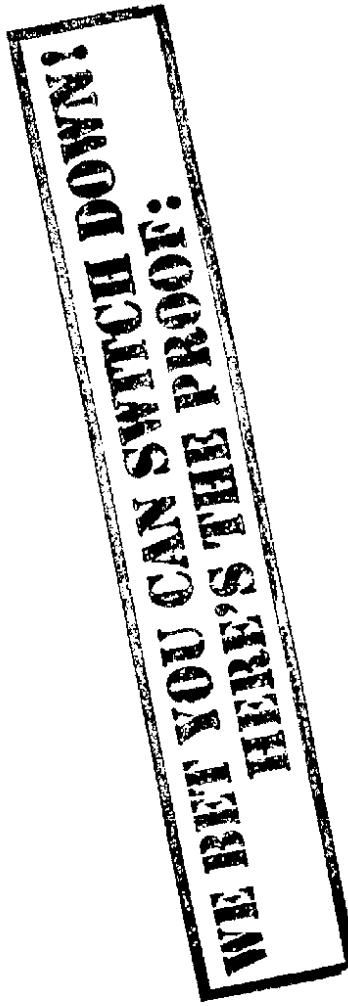




EXHIBIT A.



EXHIBIT B.

THE
EVIDENCE:

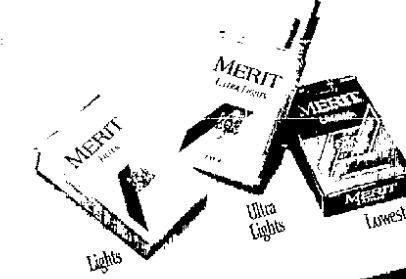


EXHIBIT C.



EXHIBIT D.

PROOF:



You can switch down to
any level of low tar and still find
satisfying taste.

Ultima: Kings 1 mg "tar," 0.1 mg nicotine—Ultra Lights: Kings 5 mg "tar," 0.4 mg nicotine—Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

83072-C2
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CASE #	INVESTIGATOR	ADDRESS
9990199999999999	Sample A. Samples	123 Any Street Anytown, US 00000

YOU'VE GOT MERIT

2042841652

MERIT: GREAT TASTE LOW TAR

Dear Smoker:

Here's something for your files:

With Merit, you can switch down to any level
of low tar and still find satisfying taste.

Think you can't? We're betting you can. And that's
why we're offering you this special opportunity.
Simply use the coupons attached, and
give Merit a try.

Of course, we think the evidence is in our favor.
And we're confident you'll agree.
After all, you've got Merit!

Yours,
Norma Suter

P.S. Here's a clue - use the coupons included
to try your choice of Merit!

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8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.

MERIT



2042841653

MERIT SURVEY

Just the facts, please.

We'd like to get to know you better! Please take a moment and send us the details. Fold, seal, and mail before 9/30/95.

Please make any address corrections below.

Mr.
 Mrs.
 Ms.
 Address _____
 City _____ State _____ ZIP _____
 Phone () _____

999999999999999
 Sample A. Samples
 123 Any Street
 Anytown, US 00000

By responding to the following survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal law.

SIGNATURE _____
 (required)

BIRTH DATE _____ / _____ / _____
 (required) Month Day Year

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?

(brand name)

2a. Is your regular brand...? (Check one.)
 Regular/King Size 100's 120's

2b. Is your regular brand...? (Check one.)
 Menthol Non-Menthol

2c. Is your regular brand...? (Check one.)
 Full Flavor Light/Mild Lowest/1 mg Tar
 Medium Ultra/Extra Low Tar

2d. Do you usually buy it by the...?
 Pack Carton Both Ways

3. How long have you smoked this brand?
 Less than 1 year 2 to 3 years Over 5 years
 1 to 2 years 3 to 5 years

4. The next time you go to the store, if your regular brand were not available, what would you do...? (Check one.)

Go to another store to buy my regular brand.
 Buy another type or length of my regular brand.
 Wait until the store has my regular brand.
 Buy a different brand entirely.

5. What, if any, was your previous brand?

(brand name)

6. Which of the following statements best describes the way you use cigarette coupons? (Check one answer below.)

I use almost any cigarette coupon I get.
 I occasionally use coupons for cigarettes, even if they are not for my regular brand.
 I only use coupons if they are for my regular brand.
 I never use coupons to buy cigarettes.

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MANUFACTURER'S COUPON EXPIRES 9/30/95

\$2.00 Off Merit! any style carton or 4 packs.

Consumer: Limit—one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. #28200, 1 Fawcett Drive, Del Rio, TX 78840.

This coupon not valid in combination with any other Merit offer.



04738

MANUFACTURER'S COUPON EXPIRES 9/30/95

\$2.00 Off Merit! any style carton or 4 packs.

Consumer: Limit—one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. #28200, 1 Fawcett Drive, Del Rio, TX 78840.

This coupon not valid in combination with any other Merit offer.



04739

MANUFACTURER'S COUPON EXPIRES 9/30/95

Buy 1 pack any style Merit and get 1 FREE.

Consumer: Limit—one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of retailer. Offer good only in U.S.A. Consumer pays any sales tax for products purchased.

Retailer: Philip Morris will reimburse you your normal retail price including sales tax for any free product plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted.

Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. #28200, 1 Fawcett Drive, Del Rio, TX 78840.

My normal retail price per pack, including sales tax, is \$_____.

This coupon not valid in combination with any other Merit offer.



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MANUFACTURER'S COUPON | EXPIRES: 9/30/95

\$2.00 OFF

any style Merit
carton or 4 packs.



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MANUFACTURER'S COUPON | EXPIRES: 9/30/95

\$2.00 OFF

any style Merit
carton or 4 packs.



9999999999999999

MANUFACTURER'S COUPON | EXPIRES: 9/30/95

BUY 1 GET 1 FREE

Buy 1 pack any style
Merit and get 1 FREE.



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2042841655

YOU'VE GOT MERIT



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

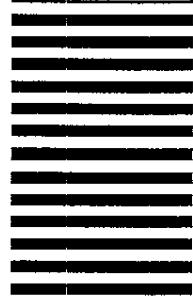
FIRST CLASS MAIL

PERMIT NO. 55

SCHAUMBURG IL

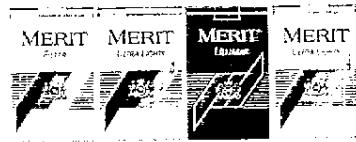
POSTAGE WILL BE PAID BY ADDRESSEE

**MERIT JUNE DIRECT
PO BOX 4110
SCHAUMBURG IL 60168-9849**



2042841656

CASE CLOSED!



You've
got
MERIT

2042841657

MERIT
PO Box 4131
Schaumburg, IL 60168-4131

FORWARD NG & RETURN POSTAGE GUARANTEED

BULK RATE
U.S. POSTAGE
PAID
PERMIT NO. 226
BELLWOOD IL



**OPEN THE CASE FOR
SWITCHING DOWN!**

2042841658